

VZCZCXRO0268  
OO RUEHPOD  
DE RUEHTI #0037 0200631  
ZNR UUUUU ZZH  
O 200631Z JAN 09  
FM AMEMBASSY TIRANA  
TO RUEHC/SECSTATE WASHDC IMMEDIATE 7797  
INFO RUEHVB/AMEMBASSY ZAGREB PRIORITY 3287  
RUEHPS/AMEMBASSY PRISTINA PRIORITY 3763  
RUEHPOD/AMEMBASSY PODGORICA PRIORITY 0092  
RUEHSQ/AMEMBASSY SKOPJE PRIORITY 4530  
RUEHBW/AMEMBASSY BELGRADE PRIORITY 0026  
RUEHSF/AMEMBASSY SOFIA PRIORITY 2441  
RUEHVJ/AMEMBASSY SARAJEVO PRIORITY 0745  
RUEHLJ/AMEMBASSY LJUBLJANA PRIORITY 0801

UNCLAS TIRANA 000037

SIPDIS

DEPT FOR EEB/CBA DWINSTEAD  
EMBASSIES FOR ECON/COMM OFFICERS

E.O. 12958:N/A  
TAGS: [ABUD](#) [AMGT](#) [BEXP](#) [BTIO](#) [EINV](#) [ECON](#) [AL](#)  
SUBJECT: ALBANIA'S BFIF PROPOSAL

REF: 08 STATE 128559

11. Post is pleased to forward Embassy Tirana's proposals for FY09 BFIF funding as requested refel.

12. Proposal 1: Promotion of the IBP Franchising Show, Washington DC.

a) Albanians are very entrepreneurial people as witnessed by the large number of small shops and service businesses throughout the country. However, the selection of products and services is very narrow resulting in multiple businesses with the same offerings in any given area.

b) We believe Albania is ready for U.S. franchises, which can reduce business risk while exporting U.S. products, services and know-how. There are already several franchises operating in Albania, including Re-Max, Century 21 and Sign-A-Rama.

c) Since not all franchises would be appropriate for Albania's culture, demographics, terrain and climate, the best way for a businessman to examine and evaluate a large number of franchise opportunities in one place is to attend the 17th Annual International Franchise Expo (IFE) in Washington DC March 20 - 22.

d) We propose using BFIF funds to promote the IFE by advertising in news media and conducting a brief presentation and Q&A. Additional funds may be required for travel expenses of Embassy's Commercial Associate to accompany the group.

e) Estimated costs:

Advertising: a quarter-page ad in any of the four leading daily newspapers costs about \$110 per day. We propose placing two ads per paper in mid to late February, for an estimated total cost of \$880.  
Travel: Flight expenses and hotel rooms might be partially or completely subsidized by the travel agent depending on the number of Albanian participants. As a reference, total cost to the USG to have the Commercial Associate accompany a delegation of eight people to PowerGen in Orlando, Florida in December was about \$1700.

13. Proposal 2: Regional Energy Opportunities Conference

a) The GOA has stated on numerous occasions that its goal is to move Albania from a country with chronic blackouts and energy shortages to a net exporter of electricity. To do this will require attracting companies to build generating capacity of all kinds, as well as companies which focus on conserving power usage through insulation, solar design, and more efficient electrical devices. In discussions with our counterparts in other embassies, we believe all posts in the region will consider energy a priority over the coming

years.

b) We believe a regional conference/workshop focusing on U.S. energy sector products and services would be very useful. Such a conference could be led by U.S. industry and USG experts, either in person or via videoconferencing. The conference, which could last two or more days, could be combined with the planned FCS-State Post Partnership Training this spring.

c) We have not estimated costs since this is a conceptual proposal whose costs would depend on the nature and location of the conference and would be shared by all posts.

CRISTINA